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CLAIMS:

1. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is deformable between a first position in which it is substantially flat and a second position where it is
5 deformed so as to attach over a handle of a cart.
2. A display pad according to claim 1, wherein at the second position the handle mounting portion assumes at least a portion circular portion attachable over the handle.
3. A display pad according to claim 1, wherein the handle mounting portion
10 comprises a pair of hook portions for clasping onto the handle.
4. A display pad according to claim 1, wherein the handle mounting portion comprises at least a pair of first hooks and at least one counter member extending intermediate said hooks, which at the second position extend at opposite sides of the handle and bare onto it.
- 15 5. A display pad according to claim 1, wherein the handle mounting portion comprises a double-lobed base portion and a hook portion circumscribing the base portion.
6. A display pad according to claim 5, wherein the hook portions are joined to one another via an integral hinge or a film hinge extending about a
20 central fold line of the handle mounting portion, and said hook portions are hinges at their other ends to a portion adjoining the user interface portion, at inclined fold lines by integral hinges or a film hinges.

7. A display pad according to claim 6, wherein the inclined fold lines extend at an angle if between about 30° and 60° with respect to the central fold line.
8. A display pad according to claim 6, wherein when the handle mounting
5 portion is attached to a handle, the hooks partially embrace the handle. A display aid according to claim 6, wherein upon depressing the hook portions towards one another they assume a butterfly like configuration giving rise to a handle bracing zone formed at the absent portion of the base portion.
9. A display pad according to claim 1, wherein when the display aid is
10 attached to the handle it loosely dangles therefrom and is swingable about the handle.
10. A display aid according to claim 1, wherein the user interface portion comprises at a front surface thereof a data pad.
11. A display pad according to claim 2, wherein the data pad is a writing
15 pad.
12. A display pad according to claim 1, wherein the user interface portion comprises an erasable writing surface.
13. A display pad according to claim 1, wherein the user interface portion comprises at least a partial preset list of items with a tic box associated with each
20 item.
14. A display pad according to claim 1, wherein the user interface portion comprises a stack of paper.

15. A display pad according to claim 1, wherein the user interface portion comprises a writing utensil holding portion.
16. A display pad according to claim 1, wherein at least a portion of the display aid bears a commercial motive for advertisement purposes.
- 5 17. A display pad according to claim 16, wherein at least a front surface of the display aid comprises commercial display portion.
18. A display pad according to claim 16, wherein the display aid comprises at least a portion shaped in the form of a commercial element.
19. A display pad according to claim 1, wherein the
- 10 20. A display pad according to claim 1, wherein at least the handle mounting portion is made of a sheet of rigid though pliable material.
21. A display pad according to claim 20, wherein the at least handle mounting portion is made of a sheet of plastic material.
22. A display pad according to claim 20, wherein the at least handle
15 mounting portion is made of a sheet of cardboard.
23. A display pad according to claim 1, wherein the user interface portion and the handle mounting portion are integral.
24. A display aid according to claim 1, comprising an attachment arrangement for keeping the display aid while not attached to the cart.
- 20 25. A display aid according to claim 24, wherein the attachment arrangement is an opening for hanging the aid from a hook.

26. A display device according to claim 24, wherein the attachment arrangement is a sheet of magnetic material.

27. A display device according to claim 24, wherein the attachment arrangement is a one of a hook and pile couple adapted for engagement with
5 another of the hook and pile couple.

28. A display aid according to claim 1, being a shopping list.

29. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion comprises at least a pair of hooks for removable bracing at least a portion of a handle of a cart such that when it is
10 mounted over the handle said user interface portion loosely dangles.

30. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is removably attachable to a handle of a cart by at least partially embracing a portion of the handle.